

Village of Richfield

Newsletter/Bulletin Advertising Policy

1.0 PURPOSE:

The Village of Richfield desires to generate revenue and to enhance the economic viability of businesses in the community through advertising opportunities. Advertising revenue would offset costs associated with the publication of the Village's newsletters and bulletins. The Village does not have the intent to provide an outlet for expressive activity, debate, or discussions of public issues.

2.0 ORGANIZATIONS AFFECTED:

This policy applies to all advertisements and any potential advertisements, within the limits of the Village of Richfield newsletters and bulletins.

3.0 POLICY:

IT IS THE POLICY OF THE VILLAGE OF RICHFIELD TO ENFORCE ALL GUIDELINES DICTATED IN THIS POLICY AND IN LOCAL ORDINANCES REGARDING ADVERTISEMENTS PLACED IN THE VILLAGE NEWSLETTERS AND BULLETINS.

4.0 PROHIBITED ADVERTISING:

The Village of Richfield Village Administrator will have the authority to disapprove certain advertisements if the advertisements are found not to be in good taste, or otherwise not appropriate for advertising in the Village, pursuant to the guidelines in this Section 4.0 and the regulations of Section 5.0. Due to the structure and nature of the location of the advertising in newsletters and bulletins it is classified as a non-public forum. The advertising allowed to post in newsletters and bulletins will not contain any of the following language or pictures to the same effect:

- 4.1 Information that the Village Administrator believes is false, misleading or deceptive.
- 4.2 Advertisements for alcoholic beverages or tobacco products or any other addictive products.
- 4.3 Advertisements promoting or showing firearms of any sort.
- 4.4 Advertisements promoting illegal goods, services, or activities.
- 4.5 Advertisements that infringe on any copyright, trade or service mark, title or slogan.

- 4.6 Advertisements that are deemed by the Village Administrator to be demeaning or discriminating to individuals or groups on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, or sexual orientation.
- 4.7 Advertisements that the Village Administrator finds to contain any sexually orientated material.
- 4.8 Advertisements that the Village Administrator finds to contain any profane material.
- 4.9 Advertisements of political organization or other organizations that, in the opinion of the Village Administrator advocate a position on a local, state or federal political issue or campaign.
- 4.10 Advertisements that the Village Administrator finds to be a personal message, unrelated to a local business or community organization.

5.0 ADVERTISING REGULATIONS:

Advertisements must meet the following stipulations:

- 5.1 The Village will allow advertising that is in good taste and compatible with the overall mission of the Village of Richfield.
- 5.2 Only commercial business advertising that a reasonable person would consider being in good taste is allowed.
- 5.3 Advertisements within Village publications do not constitute endorsement by the Village of Richfield for products or services contained therein. Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the Village of Richfield.
- 5.4 The Village reserves the right to enforce space limits, and accept advertising on a first come, first serve basis. The Village Administrator reserves the right to add additional space for advertising purposes if deemed necessary.
- 5.5 Advertisements must be provided to the Village for use in publications must in a camera ready format, compatible with the software capabilities of the Village.
- 5.6 Payment for the insertion of an ad must be made prior to publication.

6.0 VILLAGE RESERVATION OF RIGHTS:

At any time the Village of Richfield reserves the right to amend this policy if it is deemed necessary. The standards of this policy may change to allow or further limit advertising previously allowed or limited. Any changes would apply to all present and future advertising within this non public forum.

7.0 ADVERTISING FEES:

Advertisements will be charged fees, as set by the Village, for advertisements intended for Village of Richfield publication or posting. The Village will not charge not for profit organizations for the advertising they submit for publication however the Village reserves the right to limit the space available for such not for profit use.

- 7.1 Subject to the terms and conditions of this policy, the following organizations will be guaranteed advertising space of 1/8th of a page free of charge in the Village newsletters: Lion/Lioness Clubs, Richfield Fire Department, Richfield Historical Society, the Richfield Soccer Club, and the Richfield Youth Baseball and Softball Association.